

1. A method of providing a reply to a telephone  
2 caller, comprising the steps of:  
4 receiving a message from a telephone caller during  
6 a telephone call;  
8 deriving supplemental information relating to at  
10 least one of the telephone caller and the telephone call;  
12 using the message from the caller in combination  
14 with the supplemental information to identify an appropriate  
16 reply to the message; and  
18 providing the reply to the caller.

2. The method of claim 1, wherein the telephone  
2 call is a cellular telephone call.

3. The method of claim 1, wherein the message is  
2 an alphanumerical code entered by the caller using the  
4 telephone.

4. The method of claim 1, wherein the message is  
2 provided by the caller in response to a request.

5. The method of claim 4, wherein the request  
2 forms part of a radio or television broadcast.

6. The method of claim 5, wherein the message

4 relates to a channel number or broadcast frequency.

7. The method of claim 6, further including the  
2 step of storing a channel map to identify the station  
responsible for the broadcast.

8. The method of claim 5, wherein the message  
2 relates to a radio or television station identification.

9. The method of claim 1, wherein the supplemental  
2 information includes the identity of the caller.

10. The method of claim 1, wherein the supplemental  
2 information relating to the caller includes at least a portion  
of the telephone number of the caller.

11. The method of claim 1, wherein the supplemental  
2 information relating to the telephone call includes the date  
or time of the telephone call.

12. The method of claim 11, wherein the time of the  
2 call forms part of the message.

13. The method of claim 1, wherein the step of  
2 providing the reply to the caller occurs during the telephone

call.

14. The method of claim 1, further including the  
2 step of placing an additional telephone call to identify the  
appropriate reply.

15. The method of claim 14, wherein the caller is  
2 patched into the additional telephone call.

16. The method of claim 1, wherein the reply is in  
2 the form of a facsimile or electronic mail later directed to  
the caller.

17. The method of claim 1, wherein the caller  
2 receives a phone bill, the method further including the step  
of adjusting the phone bill in response to the message.

18. The method of claim 1, wherein the message is  
2 received in response to an automated voice prompt supplied to  
the caller.

19. The method of claim 18, wherein:  
2 the message is received in voice form; and  
voice recognition is used to extract the message.

20. The method of claim 19, wherein the telephone  
2 is a non-cellular phone.

21. The method of claim 4, wherein the request  
2 forms part of a billboard advertisement.

22. The method of claim 21, wherein the  
2 supplemental information includes the location of the caller  
derived through a global positioning satellite system.

23. The method of claim 21, wherein the  
2 supplemental information includes the location of the caller  
derived through a voice prompt to the caller.

24. The method of claim 1, wherein the reply  
2 includes digital audio or video information.

25. The method of claim 1, wherein:  
2 the message from the telephone caller is entered in  
response to an advertisement; and  
4 the advertiser pays for the call.

26. Apparatus for providing a reply to a telephone  
2 caller in response to a telephone call received over a  
telephone network, comprising:

4 a database storing information relating to a  
plurality of replies, each reply being correlated to a  
6 particular response from a telephone caller; and

8 programmed computer means including interfaces to  
the database and the network, the programmed computer means  
being operative to perform the following functions:

10 a) receive a message from a caller,  
b) identify an appropriate reply in the database  
12 based upon the message,  
c) derive supplemental information relating to at  
14 least one of the telephone caller and the telephone call, and  
d) provide the reply to the caller using the  
16 supplemental information.

27. The apparatus of claim 26, wherein two or more  
2 different programmed computers are used to perform the listed  
functions.

28. The apparatus of claim 26, wherein the  
2 telephone network is a cellular telephone network.

29. The apparatus of claim 26, wherein the  
2 programmed computer means is operative to identify an  
appropriate reply in the database in accordance with a  
4 alphanumerical code entered by the caller.

30. The apparatus of claim 26, further including  
2 means for soliciting the message from the caller.

31. The apparatus of claim 30, wherein the means  
2 for soliciting the message from the caller includes a radio or  
television broadcast to the caller.

32. The apparatus of claim 26, wherein the message  
2 from the caller relates to a channel number or broadcast  
frequency.

33. The apparatus of claim 32, further including a  
2 database for storing a channel map to identify the station  
responsible for the broadcast.

34. The apparatus of claim 26, wherein the  
2 supplemental information includes the identity of the caller.

35. The apparatus of claim 26, wherein the  
2 supplemental information includes at least a portion of the  
telephone number of the caller.

36. The apparatus of claim 26, wherein the  
2 supplemental information includes the time or date of the

telephone call.

37. The apparatus of claim 36, wherein the time of  
2 the call forms part of the message.

38. The apparatus of claim 26, wherein the response  
2 is provided during the telephone call.

39. The apparatus of claim 26, further including  
2 means for placing an additional telephone call to identify the  
appropriate reply.

40. The apparatus of claim 39, further including  
2 switching means for patching the caller into the additional  
telephone call.

41. The apparatus of claim 26, wherein the  
2 programmed computer is further interfaced to a facsimile or  
electronic mail to direct a reply to the caller.

42. The apparatus of claim 26, further including  
2 accounting means for adjusting the caller's phone bill in  
conjunction with a reply.

43. The apparatus of claim 26, further including an

2 automated voice prompting capability to obtain at least a portion of the message from the caller.

44. The apparatus of claim 29, further including an  
2 outdoor advertisement including the alphanumerical code to be entered by the caller.

45. The apparatus of claim 26, further including a  
2 global positioning satellite system disposed at the location of the caller to provide supplemental information in the form  
4 of the caller's location.

46. The apparatus of claim 26, further including an  
2 automated voice prompting system for soliciting supplemental information from the caller.

47. The apparatus of claim 46, wherein the  
2 supplemental information is in the form of voice responses from the caller, the apparatus further voice recognition  
4 circuitry to interpret the voice responses.

48. The apparatus of claim 26, wherein the reply  
2 includes digital audio or video information.

49. The apparatus of claim 26, wherein the message

2 from the telephone caller is entered in response to an  
advertisement, the apparatus further including a database with  
4 billing information to ensure that the advertiser pays for the  
call.